



Community Development Authority Meeting Minutes

Friday, February 7, 2020 at 7:30 a.m.

Village Hall Committee Room
3930 N. Murray Ave, Shorewood, WI 53211

Present: Chair Peter Hammond (arrived for item 7), Tr. Davida Amenta, Tr. Wesley Warren (via telephone, left during item 7), Jon Krouse (left during item 8), Joe LeSage and Desty Lorino.

Also present: Leslie Montemurro, Dylan Dreger, Rachel Denton, Village Manager, Rebecca Ewald, Finance Director Mark Emanuelson, and Planning and Development Director Bart Griepentrog.

1. Call to order.

The meeting was called to order at 7:35 am.

Mr. LeSage nominated Mr. Krouse to be acting Chair until Chair Hammond was able to arrive; seconded by Mr. Lorino. Vote 5-0.

2. Consider November 1, 2019 meeting minutes.

Tr. Amenta moved to approve the November 1, 2019 meeting minutes; seconded by Mr. LeSage. Vote 5-0.

3. Consider December 19, 2019 meeting minutes.

Tr. Amenta moved to approve the December 19, 2019 meeting minutes; seconded by Mr. LeSage. Vote 5-0.

4. Consider January 16, 2020 meeting minutes.

Tr. Amenta moved to approve the January 16, 2020 meeting minutes; seconded by Mr. LeSage. Vote 5-0.

5. Consider Façade Improvement Grant for signage at HIYA Taco at 4144 N. Oakland Ave.

Mr. Griepentrog provided an overview of the request as detailed within the project memo. HIYA Taco was requesting a \$1,500 grant for signage. It was noted that the property had received a maximum façade grant award within the previous 5-year period so any additional grant funding required the CDA's direct approval.

Ms. Montemurro noted that they were only applying for a signage grant, but that they were also spending money on modifying the building façade as well.

Tr. Amenta reiterated her previous stance that signs are a cost of doing business and would vote no on the application. Mr. Lorino confirmed that the grant money was specifically designed for these types of grants. Tr. Amenta agreed, but noted that a limited amount of funding was available. Mr. LeSage questioned if there was any sort of claw back provision with the façade grants and was informed there was not. Mr. LeSage also questioned the details of the previous grant and was informed that El Camino Partners, LLC d/b/a The Ruckus received \$81,042. The grant did not go to the property owner. Mr. LeSage noted that he would vote in favor of the application because he did not believe the policy was designed to pick winners and losers. Mr. Krouse agreed, but suggested that the policy should be addressed.

Mr. LeSage moved to approve the Façade Improvement Grant for signage at HIYA Taco at 4144 N. Oakland Ave.; seconded by Tr. Warren. Vote 4-1. (Tr. Amenta voted no.)

Mr. LeSage also requested that the overall policy be discussed on a future agenda, and Ms. Ewald confirmed that it would be.

6. Consider Façade Improvement Grant for signage at Exercise Coach at 3565 N. Oakland Ave.

Mr. Griepentrog provided an overview of the request as detailed within the project memo. The Exercise Coach was requesting a \$1,500 grant for signage. It was noted that the property had received a maximum façade grant award within the previous 5-year period so any additional grant funding required the CDA's direct approval.

Tr. Amenta questioned if the signage had gone to the Design Review Board, and Mr. Griepentrog confirmed that it had.

Tr. Warren moved to approve the Façade Improvement Grant for signage at The Exercise Coach at 3565 N. Oakland Ave.; seconded by Mr. Lorino. Vote 4-1. (Tr. Amenta voted no.)

Mr. LeSage noted a desire for moving towards a goal with these grants, such as uniformity or design principle.

(Chair Hammond joined the meeting via teleconference.)

7. Consider Service Agreement with the Business Improvement District (BID).

Ms. Ewald provided a brief background for discussion. She noted that the BID recently hired a new Executive Director who would now be full-time. It was noted that this proposed agreement, which would scale back to include only façade grant administration, would be for 2020 and that Strategic Planning would amend the relationship and responsibilities moving forward.

Tr. Amenta was agreeable to the agreement with the exception of compensation, noting that sign grants are smaller than full façade grants. She questioned if the amount of work was the same for either type of grant, and Mr. Griepentrog confirmed that it typically was the same.

It was noted that the CDA has recently contributed money to the BID as compensation for complementary activities, such as façade grant administration and business recruitment. Ms. Ewald pointed out that the relationship was first formalized in 2017 with a service agreement. Chair Hammond confirmed that the previous agreement provided compensation at \$60 per hour. Mr. Griepentrog provided that grants typically require 5-10 hours of administration. Tr. Amenta questioned how grants in process would be charged, and Ms. Ewald noted that only new grants would qualify for compensation.

Chair Hammond noted that he liked the idea of providing compensation per grant at the proposed \$500 level. (Tr. Warren left the meeting.) Mr. Krouse agreed based on the provided estimates of time. Tr. Amenta also suggested that Authority could simply provide a lump sum payment for the entire year. Ms. Ewald mentioned that could be an option for this year, but suggested she would like to see future agreements based on a particular joint business plan. Tr. Amenta questioned how business recruitment would be documented and Ms. Ewald noted that the groups would need to confirm the best way to work together with respect to what we both inherently do. Chair Hammond agreed and provided that the agreement should specifically relate to a CDA program.

Tr. Amenta noted that in the government world, grant administration should not be more than 10-15%. Mr. Krouse noted that such percentages could make sense for larger amounts, but that these grants are small and require a minimum amount of work.

Tr. Amenta moved to approve the Service Agreement with the BID with the modification to section 2 to say that the CDA will compensate the BID Board at a rate of \$500 for façade grants and \$250 for sign grants. There were no seconds to the motion.

Mr. LeSage moved to approve the Service Agreement with the BID as proposed; seconded by Mr. Krouse. Vote 3-1. (Tr. Amenta voted no and Mr. Lorino abstained.)

8. Presentation of Housing Market Study and Needs Analysis.

Rachel Denton of Novogradac presented an overview of the Housing Market Study and Needs Analysis. She noted that the presentation was structured on the data that was compiled in response to the community questions. The presentation is attached to these minutes as Exhibit 1.

Members of the Authority asked questions related to the data throughout the presentation, with the goal of receiving response within the final report. (Mr. LeSage left the meeting prior to the end of the presentation.) The CDA noted that the data provided should provide a basis for defining future goals and actions.

The final report was noted to be received and distributed prior to upcoming Strategic Planning efforts.

9. Consider 2019 CDA Annual Report

The 2019 CDA Annual Report was accepted as presented, with the understanding that the content would be brought back during Strategic Planning and other future meetings.

10. Review of PDD monthly report.

This item was not discussed.

11. Reminder CDA/Village Board Strategic Planning Sessions March 12 and April 2 at 6:00 pm.

This item was not discussed.

12. Adjournment.

Tr. Amenta motioned to adjourn the meeting at 10:05 am; seconded by Mr. Lorino. Vote 4-0.

Respectfully submitted,



Bart Griepentrog, AICP
Planning & Development Director